



# China Smart: What Your Business Should Know

October 9, 2007  
7:30 a.m. – 3:00 p.m.

Sheraton Edison Hotel Raritan Center  
125 Raritan Center Parkway  
Edison, NJ 08837  
732.225.8300

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7:30 – 8:00am	Registration and Continental Breakfast
8:00- 8:30 am	<b>Welcome</b> <i>Victor Notaro, Senior Vice President, PNC</i> <i>Michael Manning, Director, Trenton Export Assistance Center, U.S. Commercial Service</i>
8:30 – 9:45 am	<b>China's Commercial Landscape, Current and Emerging Issues</b> <i>William S. Lawton, Foreign Service Officer</i> <i>U.S. Commercial Service</i>
9:45 - 10:00 am	Break
10:00 – 12:00 pm	<b>Assessing and Managing Risk and Opportunity in the Chinese Market</b>  <i>George Hoffman, Vice President and International Product, PNC</i> <i>Hilary Love, Managing Director, Foreign Exchange, PNC</i> <ul style="list-style-type: none"><li>▪ Understanding the Chinese banking landscape</li><li>▪ How to make sure you get paid</li><li>▪ Hedging market and currency risk</li></ul>



10:00 – 12:00 pm     **Assessing and Managing Risk and Opportunity in the Chinese Market [con't]**

Getting Your Products to Market: Logistics & Supply Chain Considerations

*Philippe Malebranche, Manager, International Sales, FedEx*

- Shipping considerations and terms
- Unique customs requirements for China (e.g. wood packaging, CCC mark, other marking)
- Importing samples

Working with a Chinese Partner: How to Find, Evaluate & Motivate

*James Chan, President, Asia Marketing and Management*

- How to conduct due diligence in a market where information is hard to obtain and hard to confirm
- Working through tough negotiations, common tricks, pitfalls
- Cross cultural communication issues, does yes ever mean yes

Strategic Considerations for Market Entry and IPR Protection

*Margaret M Gatti, Esq - Gatti & Associates*

- Preparing your IP plan before entering the market
- How at risk is your product, TM, brand
- Tactical measures for different types of partnerships (rep office, JV, WOFE)

12:15 - 1:30 pm     Lunch Program

**Realities of the Chinese Market from a Local Perspective**

Local Businesses Share Hard Learned Lessons and Best Practices for Success in China

*Fred Beck, President, CEO of TAC Technical Assistance Corporation*

1:30 – 1:40 p.m.     Closing Remarks for Presentation Sessions

**Optional Session**

2:00 - 3:00 pm

**Open Breakout Session with Featured Presenters**

1. Due Diligence and Managing Partners – *Asia Marketing and Management*
2. Legal Considerations for Market Entry/IP registration – *Gatti & Associates*
3. General Export Counseling – local Export Assistance Center, U.S. Commercial Service
4. China Financing and FX Hedging – *PNC*
5. Logistics/Supply Chain – *FedEx*